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ORDER

Print Date 10/26/12 Page 1 of 3

POL

Flight Dates 10/26/12-10/30/12

Product

3082

Contract / Revision

MO-US SEN-TODD AKIN-586587

Estimate #

Order Sep

Alt Order # 09852382

Original Date / Revision

Agency Com

Billing Type Cash

10/26/12

15% **Billing Contact**

Order Type **GENERAL**

10/26/12

Rev Codes

EOM/EOC

00:15:00

Advertiser Akin/R/MO/US Senate

Billing Cycle

Billing Plan

Billing Calendar BROADCAST

SP-POL CAN

<u>Agency</u> Strategic Media Placement

Delaware, OH 43015

7669 Staggers Loop

Demographic A35+

Buying Contact

Sales Office DC-M

Product Codes PL1Ba

7669 Staggers Loop Delaware, OH 43015 Sales Region NAT

Priority 3

Agency Ref

Advertiser Ref

Primary Account Executive

Dan Driscoll

Account Executive Dan Driscoll

Order%

Start Date End Date

100%

Order Share 25% Market Value 86160

Competing Station	% of Order	Amount
KCPT	%	0
KCTV	25%	21540
KCWE	%	0
KMBC	25%	21540
KMCI	%	0
KPXE	%	0
KSHB	25%	21540
KSMO	%	0

Order Totals

Month # of Spots Net Amount Gross Amount November 2012 35 \$18,309.00 \$21,540.00

Rating Start Date End Date # Spots Net Amount Gross Amount 0.00 10/29/12 10/30/12 35 \$18,309.00 \$21,540.00

Totals 35 \$18,309.00 \$21,540,00 0.00

	01	. .										Tota	ls
Ln	Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len S	pots	Rate Pri	Rtg Type	Spots	Amount
1	4	10/29/12	10/30/12	M-F 5-530a M-F 5-530a	CM-All	5-530a	MT	:30	2	\$300.002	0.00 NM	2	\$600.00
	NEWS												
W	<u>Sta</u> eek: 10.		End Date 11/04/12	Weekdays MT	Spots/Week 2	<u>Rate</u> \$300.00	Rating 0.00						
2	4	10/29/12	10/30/12	M-F 530-6a M-F 530-6a	CM-All	530-6a	MT	:30	2	\$300.002	0.00 NM	2	\$600.00
	NEWS												
We	<u>Sta</u> eek: 10/		End Date 11/04/12	<u>Weekdays</u> MT	Spots/Week 2	<u>Rate</u> \$300.00	Rating 0.00						(PPVIIA)
3	4	10/29/12	10/30/12	M-F 6-7a M-F 6-7a	CM-Ail	6-7a	MT	:30	3	\$600.002	0.00 NM	3	\$1,800.00
	NEWS			1 - 1 - 1 - 1 - 1 - 1 - 1 - 1 - 1 - 1 -									
We	<u>Sta</u> ek: 10/		<u>End Date</u> 11/04/12	<u>Weekdays</u> MT	Spots/Week 3	<u>Rate</u> \$600.00	Rating 0.00						



586587

Flight Dates 10/26/12-10/30/12

Hiatus Dates

Original Date / Revision 10/26/12/ 10/26/12

Order Sep 00:15:00

Advertiser Akin/R/MO/US Senate

Product MO-US SEN-TODD AKIN- Estimate # 3082

Ln Ch	Start	End	Inventory Cod	e Break	Start/End 1	ime Days	Len Sp	ots	Rate Pri	Rtg Type	Tota Spots	als Amount
4 4	10/29/	12 10/30/12		CM-All		MT	:30	3	\$525.002	0.00 NM	3	\$1,575.00
NEW	s		7-8a		(7:00 AM-8:0	00 AM)						
	tart Date	End Date	Weekdays	Spots/Week	Rate	Rating				l		
Week: 1	0/29/12	11/04/12	мт	3		0.00						
5 4	10/29/	12 10/30/12		CM-All		МТ	:30	3	\$525.002	0.00 NM	3	\$1,575.00
NEW:	S		8-9a		(8:00 AM-9:0	00 AM)						
	tart Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week; 1	0/29/12	11/04/12	MT	3		0.00				ĺ		
6 4	10/29/1	12 10/30/12		CM-Ail		MT	:30	2	\$300.002	0.00 NM	2	\$600.00
NEWS	3		M-F 9-10a		(9:00 AM-10	:00 AM)				1		
_	tart Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 1		11/04/12	MT	2	· · · · · · · · · · · · · · · · · · ·	0.00						
12 4	10/29/1	12 10/30/12		CM-All	12-1p	MT	:30	3	\$300.002	0.00 NM	3	\$900.00
NEWS	3		M-F 12-1p									
	tart Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10	0/29/12	11/04/12	MT	3		0.00						
13 4	10/29/1	2 10/30/12			530-6P	мт	:30	2	\$600.002	0.00 NM	2	\$1,200.00
NEWS	3		530-6P		(5:30 PM-6:0	10 PM)						
	tart Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10	0/29/12	11/04/12	MT	2		0.00						
14 4	10/29/1	2 10/30/12		CM-All	6-630p	M	:30	1	\$540.003	0.00 NM	1	\$540.00
NEWS	:		M-F 6-630p									
	tart Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10		11/04/12	M	1		0.00						
19 4	10/29/1	2 10/30/12		CM-All	630-7p	-T	:30	1 9	\$1,000.003	0.00 NM	1	\$1,000.00
WHEE	:1		M-F 630-7p							1		
	tart Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10		11/04/12	-T		\$1,000.00	0.00						
20 4	10/29/1	2 10/30/12		CM-AII	9-930P	-T	:30	1 5	\$1,200.002	0.00 NM	1	\$1,200.00
NEWS			9-930P		(9:00 PM-9:3	0 PM)				ĺ		
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10		11/04/12	-T		\$1,200.00	0.00						
21 4	10/29/1	2 10/30/12	M-F 9-10p	CM-All	930-10P	-т	:30	1 9	1,200.002	0.00 NM	1	\$1,200.00
NEWS	•		930-10P		(9:30 PM-10:	00 PM)						
	art Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
Week: 10		11/04/12	-T		\$1,200.00	0.00						
24 4	10/29/1	2 10/30/12	M-F 10-1030p	······	10-1030p	MT	:30	1 \$	1,200.002	0.00 NM	1	\$1,200.00
NEW			M-F 10-1030p	VII.711/11/01/01/01			,					
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Week: 10		11/04/12	MT		Rate \$1,200.00	Rating 0.00						
25 4		2 10/30/12	M-F 10-1030p	·· · · · · · · · · · · · · · · · · · ·	10-1030p	M	:30	1 5	31,200.002	0.00 NM	1	\$1,200.00
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NEWS	i									1		



586587

Flight Dates 10/26/12-10/30/12

Hiatus Dates

Original Date / Revision 10/26/12/ 10/26/12

Order Sep 00:15:00

Advertiser Akin/R/MO/US Senate

Product MO-US SEN-TODD AKIN- Estimate # 3082

Ln Ch Start End	Inventory Code	Break	Start/End T	ime Days	Len Spo	ots	Rate Pri	Rtg Type	Total Spots	als Amount
E 25 4 10/29/12 10/30/12	M-F 10-1030p		10-1030p	M	:30		\$1,200.002	0.00 NM	1	\$1,200.00
NEWS	M-F 10-1030p						•		-	, ., <u></u>
Start Date End Date	Weekdays S	pots/Week	Rate	Rating						
Week: 10/29/12 11/04/12	MT		\$1,200.00	0.00						
26 4 10/29/12 10/30/12	M-F 5-6p		5-530p	MT	:30	2	\$600.002	0.00 NM	2	\$1,200.00
NEWS	5-530p		(5:00 PM-5:3	0 PM)				l		
Start Date End Date	Weekdays S	pots/Week	Rate	Rating						
Week: 10/29/12 11/04/12	MT	2	\$600.00	0.00						
27 4 10/29/12 10/30/12	M-F 7-9a	CM-All		MT	:30	1	\$525.002	0.00 NM	1	\$525.00
NEWS	7-8a		(7:00 AM-8:0	O AM)						
Start Date End Date	Weekdays Sı	pots/Week	Rate	Rating						
Week: 10/29/12 11/04/12	MT	1	\$525.00	0.00						
E28 4 10/29/12 10/30/12	M-F 7-9a 8-9a	CM-All		MT	:30	1	\$525.002	0.00 NM	1	\$525.00
NEWS	0-34		(8:00 AM-9:0	U ANI)						
Start Date End Date		oots/Week	<u>Rate</u>	Rating				į		
Week: 10/29/12 11/04/12	MT	1	\$525.00	0.00						
E 29 4 10/29/12 10/30/12	M-F 6-7a M-F 6-7a	CM-All	6-7a	M	:30	1	\$600.002	0.00 NM	1	\$600.00
NEWS	JM-1 0-74									
Start Date End Date		oots/Week	<u>Rate</u>	Rating						
Week: 10/29/12 11/04/12	M	1	\$600.00	0.00		······································				
E 30 4 10/30/12 10/30/12	M-F 6-630p M-F 6-630p	CM-All	6-630p (5:00 PM-5:3)	-T	:30	1	\$900.002	0.00 NM	1	\$900.00
NEWS			(0.00 F NF-0.0	o i-wij				1	*	
Start Date End Date		oots/Week	<u>Rate</u>	Rating						
Week: 10/29/12 11/04/12 E 31 4 10/29/12 10/30/12	-T	1 004 411	\$900.00	0.00			4			
231 4 10/29/12 10/30/12	M-F 9-10a M-F 9-10a	CM-All	9-10a (9:00 AM-10:0	 MA OC	:30	2	\$300.002	0.00 NM	2	\$600.00
NEWS			(0.007	JO 7 (1917)				1		
Start Date End Date		ots/Week	Rate	Rating						
Week: 10/29/12 11/04/12 E 32 4 10/30/12 10/30/12	M	2	\$300.00	0.00						
~ 10/00/12 10/00/12	FOX Prime Tuesday	CM-All 8-9p	oh-ab	-T	:30	7	\$2,000.003	0.00 NM	1	\$2,000.00
Start Date End Date	*	ots/Week	Rate	Rating						
Week: 10/29/12 11/04/12	-T	1	\$2,000.00	0.00						
								Totals	35 \$2	21,540.00

2906

09842330

ORDER



Flight Dates 10/17/12-10/22/12

00:15:00 Order Sep

Alt Order#

Estimate # Product

MO-US SEN-TODD AKIN 583087 / Contract / Revision

Billing Type Cash Original Date / Revision Agency Com 15% GENERAL Order Type 10/24/12 10/24/12 **Billing Contact**

EOM/EOC Billing Cycle Advertiser Akin/R/MO/US Senate Billing Calendar BROADCAST 7669 Staggers Loop

Delaware, OH 43015 Demographic A35+

Strategic Media Placement Agency SP-POL **Rev Codes** CAN

POL **Buying Contact** Product Codes PL1Ba

Sales Office DC-M 3 **Priority** Sales Region NAT 7669 Staggers Loop Advertiser Ref

Agency Ref Delaware, OH 43015

Start Date

Order%

Primary Account Executive Dan Driscoll

Account Executive

100% Dan Driscoll Order Share 25% Market Value 28720

End Date

Competing Station % of Order Amount KCPT % Ü 25% KCTV 7180 KCWE % Û 25% 7180 **KMBC** KMCI % O % O KPXE 7180 25% KSHB % 0 KSMO

Billing Plan Order Totals Net Amount Gross Amount Rating Start Date End Date # Spots Net Amount Gross Amount # of Spots Month 0.00 10/01/12 \$6,103.00 \$7,180.00 October 2012 14 \$6,103.00 \$7,180.00 10/22/12 14 0.00 \$7,180,00 Totals 14 \$6,103.00

													Tota	ls
L	'n	Ch	Start	End	Inventory Code	Break	Start/End		Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
*****		Marina A	16/17/12	10/10/12	M-F 7-0a	CM-Ail	7-82	16	:30		\$375.603	0.00 NA		\$750.00
					7-8a		(7:00 AM-8:	00 AM)				1		
	A	IEWS												
		Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
	We	ek: 10/	15/12	10/21/12	TF	2	\$375.00	0.00						
alest (i/	2	4	10/17/12	10/19/12	M-F 7-9a	CM-All	8-9a	TF	:30	2	\$375.003	0.00 NM	2	\$750.00
			. , ,		8-9a		(8:00 AM-9:	GO AM)						
		IEWS					19899910400009101008000	***************************************						
		Sta	irt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
	We	ek: 10/	/15/12	10/21/12	*F	2	\$375.00	0.60						
-	3	4	10/17/12	2 10/19/12	M-F 5-6p	CM-All	5-530p	in as as a final as as	:30	2	\$400.003	MM 00.0	2	\$800.00
				//////////////////////////////////////	-6-530p	· .	(5:00 PM-5:	30 PM)						
	ŀ	IEWS			•									
		Sta	ırt Dele	End Date	Weekdays	Spots/Week	Rate	Rating				l		
	We	ek: 10	/15/12	10/21/12	TF	2	\$400.00	0.00						

Print Date: 10/24/12

Page 2 of 3

Contract / Revision

583087

Flight Dates 10/17/12-10/22/12

Hiatus Dates

Original Date / Revision 10/24/12/ 10/24/12

Order Sep

00:15:60

Advertiser Akin/R/MO/US Senate

Product MO-US SEN-TODD AKIN

Estimate # 2906

3 lart Date 0/15/12 10/17/1: 3 lart Date 0/15/12	End Date 10/21/12 2 10/19/12 End Date 10/21/12 2 10/19/12 End Date 10/21/12	M-F 5-5p 530-6p WeekdaysTF M-F 6-630p M-F 6-630p WeekdaysTF M-F 9-10p 9-930p Weekdays	Spots/Week 2 CM-All Spots/Week 2 CM-All	6-630p Rate \$540.00 9-930p	Rating 0.00 Rating 0.00 TF Rating 0.00		2 \$400.003 2 \$540.003	0.00 NM 0.00 NM	2	\$609.6
art Date 0/15/12 10/17/12 3 tart Date 9/15/12 10/17/12 3 tart Date 8/15/12	10/21/12 2 10/19/12 End Date 10/21/12 2 10/19/12 End Date 10/21/12	WeekdaysTF M-F 6-630p M-F 6-630p WeekdaysTF M-F 9-10p 9-930p Weekdays	Spots/Week 2 CM-All Spots/Week 2 CM-All	Rate \$400.00 6-630p Rate \$540.00 9-930p	Rating 0.00 TF Rating	- :30	2 \$540.003	0.00 NM	2	\$1,080.0
0/15/12 10/17/1: 3 tart Date 9/15/12 10/17/1: 3 tart Date 6/15/12	10/21/12 2 10/19/12 End Date 10/21/12 2 10/19/12 End Date 10/21/12	TF M-F 6-630p M-F 6-630p WeekdaysTF M-F 9-10p 8-930p Weekdays	2 CM-All Spots/Week 2 CM-All	\$400,00 6-630p <u>Rate</u> \$540,00 9-930p	0.00 TF Rating	- :30	2 \$ 540.003	0.00 NM	2	\$1,080.0
10/17/1: 5 tart Date 9/15/12 10/17/1: 6 tart Date 8/15/12	End Date 10/21/12 2 10/19/12 End Date 10/21/12	M-F 6-630p M-F 6-630p <u>Weekdays</u> 1'F M-F 9-10p 9-930p Weekdays	CM-All Spots/Week 2 CM-All	6-630p Rate \$540.00 9-930p	TF	- :30	2 \$540.003	0.00 NM)	2	\$1,080.0
3 tart Date 9/15/12 10/17/1: 3 tart Date 9/15/12	End Date 10/21/12 2 10/19/12 End Date 10/21/12	M-F 6-630p WeekdaysTF M-F 9-10p 9-930p Weekdays	Spots/Week 2 CM-All	<u>Rate</u> \$540.00 9-930p	Rating		r 4840'00 a	0.00 (***)	6.	#1'AKA-A
tart Date 0/15/12 10/17/13 3 tart Date 0/15/12	10/21/12 2 10/19/12 End Date 10/21/12	TF M-F 9-10p 9-930p Weekdays	2 CM-All	\$540.00 9-930p	and and a factories					
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lart <u>Date</u> 0/15/12	10/21/12	annual Marian Saint Sain		(9:00 PM-9	:30 PM)		And the first process on the		•	
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	nge Q	escription	-	/End Time		Weekdays	Length Bate	Rto Type		
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Subject of the fire	-10/21/12 M	I-F 9-10a	9-93	Óв	(9:00 PM-2:30 F	ThF	:30 (\$800.00	1 0.00 NM		
redited				- P	441414111111111111111111111111111111111		- ordin	***************************************		
10/22/1	2 10/22/12	M-F 9-10p	CM-All	9-930p	M~~~~	- :30	1 \$800.003	0.00 NM	0	\$0.0
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	End Data	Meakdove	Snote/Maak	Roja	12 atina					
0/22/12	10/28/12	M	dpotaryveer.	\$800.00	0.00					
h Date Ra	1 9 2 D			- Andreas		-intermination includes	ninderstandarden attentionals	and the same of th		
	-10/28/12 M	LF 9-10p	9-93	0р	(9:00 PM-9:30 F	W =========	:30 (\$860.00) 0.00 NM		
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3		and the second s								
lart Date		Weekdays	Spots/Week	Rate	Rating					
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	End Date	Weekdays	Spots/Week	Rate	Rating					
0/15/12	10/21/12	TF	1	\$400.00	0,00					
10/20/1	2 10/20/12	Sa 10-1030p	CM-All	10-1030p	\$	- :30	1 \$800.002	0.00 NM	1	\$800.0
tart Date	End Date		Spots/Week	Rate	Ratino					
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10/20/1:	2 10/26/12				-	- :30	1 \$1,000.003	0.00 NM	1	\$1,000.
tert Date	End Date	Weekdays	Spots/Week	Rate	Rating					
0/15/12	10/21/12		1	\$1,000.00	0.00		entiger; in the comment of the spattery of entire the College of t			1,003
	redited 4 10/15/12 redited 4 10/15/12 redited 10/22/13 an Date 0/22/12 h Date Rat 4 10/22/13 redited 10/22/13 redited 10/22/13 redited 10/22/13 redited 10/22/13 redited 10/18/13 an Date 0/15/14	redited 4 10/15/12-10/21/12 M redited 4 10/15/12-10/21/12 M redited 10/22/12 10/22/12 6 art Date End Date 10/22/12 10/22/12 h Date Range D 4 10/22/12-10/23/12 M redited 10/22/12 10/22/12 6 art Date End Date 10/22/12 10/23/12 M redited 10/18/12 10/23/12 M redited 10/18/12 10/24/12 M redited	4 10/15/12-10/21/12 M-F 9-10p redited 4 10/15/12-10/21/12 M-F 9-10p redited 10/22/12 10/22/12 M-F 9-10p 9-938p 3 art Date	redited 4 10/15/12-10/21/12 M-F 9-10p 9-93 redited 4 10/15/12-10/21/12 M-F 9-10p 9-93 redited 10/22/12 10/22/12 M-F 9-10p CM-All 9-930p an Date End Date Weekdays Spots/Week 0/22/12 10/28/12 M 1 h Date Range Description Start 4 10/22/12-10/28/12 M-F 9-10p 9-93 redited 10/22/12 10/22/12 M-F 630-7p CM-All M-F 630-7p sedited 10/22/12 10/28/12 M 1 h Date End Date Weekdays Spots/Week 0/22/12 10/28/12 M 1 h Date Range Description Start 4 10/22/12-10/28/12 M 1 h Date Range Description Start 4 10/22/12-10/28/12 M-F 630-7p 630- redited 10/18/12 10/18/12 M-F 6-7a CM-All M-F 6-7a 10/18/12 10/21/12 M-F 6-7a CM-All M-F 6-7a 10/20/12 10/20/12 Sa 10-1030p CM-All Sa 10-1030p art Date End Date Weekdays Spots/Week 0/15/12 10/21/125- 1 10/20/12 10/20/12 College Home Team ga@M-All College Home Team sart Date End Date Weekdays Spots/Week 0/15/12 10/20/12 College Home Team sart Date End Date Weekdays Spots/Week	redited 4 10/15/12-10/21/12 M-F 9-10p 9-930p redited 4 10/15/12-10/21/12 M-F 9-10p 9-930p redited 10/22/12 10/22/12 M-F 9-10p CM-All 9-930p 9-930p (9:00 PM-9 art Date End Date Weekdays Spots/Week Rate 10/22/12 10/28/12 M-F 9-10p 9-930p redited 10/22/12 10/28/12 M-F 9-10p 9-930p redited 10/22/12 10/28/12 M-F 9-10p 9-930p redited 10/22/12 10/22/12 M-F 630-7p CM-All 630-7p M-F 630-7p art Date End Date Weekdays Spots/Week Rate 10/22/12 10/28/12 M-F 9-10p 9-930p redited 10/22/12 10/28/12 M-F 9-10p 9-930p redited 10/18/12 10/28/12 M-F 630-7p CM-All 630-7p redited 10/18/12 10/28/12 M-F 6-7s CM-All 6-7s M-F 6-7s art Date End Date Weekdays Spots/Week Rate 10/18/12 10/19/12 M-F 6-7s CM-All 6-7s M-F 6-7s art Date End Date Weekdays Spots/Week Rate 10/18/12 10/20/12 Sa 10-1030p CM-All 10-1030p Sa 10-1030p art Date End Date Weekdays Spots/Week Rate 10/18/12 10/21/12	redited 4 10/15/12-10/21/12 M-F 9-10p	redited 4 10/15/12-10/21/12 M-F 9-10p 9-930p	redited 4 10/15/12-10/21/12 M-F 9-10p 9-930p 9-930p (9:00 PM-9:30 PThF	### Rate	redited 4 10/15/12-10/21/12 M-F 9-10p 9-930p

Print Date: 10/24/12

Page 3 of 3

Contract / Revision

583087

Flight Dates 10/17/12-10/22/12

<u>Histus Dates</u>

Original Date / Revision 10/24/12/ 10/24/12

Order Sep 00:15:00

Advertiser Akin/R/MO/US Senate

Product MO-US SEN-TODD AKIN

Estimate # 2906

Ln Ch Start End Inventory Co		ime Days Len Spo	ots Rate Pri	Rig Type Sp	Totals ofs Amount
Su 10-1030p					
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> Week: 10/15/12 10/21/125	<u>Spets/Week Rate</u> 1 \$800.00	Ratina 0.60			
E 15 4 10/22/12 10/22/12 M-F 1030-110 M-F 1030-11		М :30	1 \$600.002	0.00 NM	0 \$0.00
Start Date End Date Weekdays Week: 10/22/12 10/28/12 M	<u>Spots/Week Bate</u> 1 \$600.00	Rajina 0.00			
<u>Spot Ch Date Range Description</u> 1 4 10/22/12-10/20/13 M-F 1030-1102/	Start/End Time 1030-1102p	Meekqaya <u>Meekqaya</u>		Big Type 0.00 AM	
Cradited					
				Tetals	14 \$7 180 00

rcials

WDAF-TV ORDER

Flight Dates 10/23/12-10/24/12

Order Sep 00:15:00

Print Date

10/24/12

Contract / Revision 585173 / MO-US-SEN TODD AKIN Alt Order # 0984938

Original Date / Revision Assaul Care 159/ Billing Type Cash

<u>Original Date / Revision</u> <u>Agency Com</u> 15% <u>Billing Type</u> Cash

10/24/12 10/24/12 <u>Billing Contact</u> <u>Order Type</u> GENERAL

Advertiser Akin/R/MO/US Senate Billing Cycle EOM/EOC

7669 Staggers Loop <u>Billing Calendar</u> BROADCAST

Delaware, OH 43015

Demographic A35+

Agency Strategic Media Placement Pour Codes SR II

Agency Strategic Media Placement Rev Codes SP-POL CAN POL Buying Contact Rev Codes RI 189

Sales Office DC-M Product Codes PL1Ba
Sales Region NAT Priority 3

7669 Staggers Loop
Delaware, OH 43015

Agency Ref

Advertiser Ref

Primary Account Executive Dan Driscoll

Order%

Start Date

Account Executive

Dan Driscoll 100%

End Date

Order Share 25% Market Value 23320

Competing Station	% of Order	Amount
KCPT	%	0
KCTV	25%	5830
KCWE	%	0
KMBC	25%	5830
KMCI	%	0
KPXE	%	0
KSHB	25%	5830
KSMO	%	0

Page 1 of 2

Billing Plan Order Totals Net Amount Gross Amount Net Amount Gross Amount Rating Start Date End Date # Spots # of Spots Month 0.00 10/01/12 10/24/12 \$4,955.50 \$5,830,00 October 2012 \$4,955.50 \$5,830.00 9 Totals \$4,955.50 \$5,830.00 0.00 9

												Tota	ıls
Ln	Ch	Start	End	Inventory Code	Break	Start/End T	īme Days	Len Sp	ots	Rate Pri	Rtg Type S	pots	Amount
1	4	10/23/12	10/24/12	M-F 7-9a	CM-All	8-9a	-TW	:30	2	\$375.003	0.00 NM	2	\$750.00
				8-9a		(8:60 AM-9:6	00 AM)				ì		
	NEWS					•	•						
	Sta	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
W	/eek: 10	/22/12	10/28/12	-TW	2	\$375.00	0.00				į.		
2	4	10/23/12	10/24/12	M-F 5-6p	CM-All	5-530p	-TW	:30	2	\$400.003	0.00 NM	2	\$800.00
				5-530p		(5:00 PM-5:	30 PM)						
···	NEWS							×					
	Sta	art Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
W	leek: 10	/22/12	10/28/12	-TW	2	\$400.00	0.00						
3	4	10/23/12	10/24/12	M-F 6-630p	CM-All	6-630p	-TW	:30	2	\$540.003	0.00 NM	2	\$1,080.00
~				M-F 6-630p				.//					
	MILLIC	NAIRE		•							ŧ		
	Sta	art Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating				ŀ		
W	 /eek: 10	/22/12	10/28/12	-TW	2	\$540.00	0.00						

Print Date: 10/24/12

Page 2 of 2

Contract / Revision

585173

Flight Dates 10/23/12-10/24/12

Hiatus Dates

Original Date / Revision 10/24/12/ 10/24/12

Order Sep 00:15:00

Advertiser Akin/R/MO/US Senate

Product MO-US-SEN TODD AKIN

Estimate # 2956

Ln	Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Spo	ts Rate Pri	Rtg Type	_	als Amount
E 4	4	10/23/12	2 10/24/12	M-F 9-10p		9-930p	-TW	- :30	2 \$800,003	0.00 NM	1	\$800.00
	NEWS	3		9-930p		(9:00 PM-9	:30 PM)			Ĭ		
		art Date	End Date	Weekdays	Spots/Week	Rate	Rating			•		
W	eek: 1()/22/12	10/28/12	-TW	2	\$800.00	0.00					
Spo	t C	h Date Rar	<u>1ge D</u>	<u>escription</u>	Start	/End Time		<u>Weekdays</u>	Length Rate	Rtg Type		
2	?	4 10/22/12	-10/28/12 M	I-F 9-10p	9-93	Ср	(9:00 PM-9:30 P	?-TW	30 (\$800.00)) 0.00 NM		
	C.	redited										
E 5	4	10/24/12	2 10/24/12	World Series	CM-All	6p-CC	!4	- :30	1 \$2,300.002	0.00 NM	1	\$2,300.00
				World Series on I	FOX					I		
	St	art Date	End Date	Weekdays	Spots/Week	Rate	Rating					
W	eek: 10)/22/12	10/28/12		1	\$2,300.00	0.00					
E 6	4	10/24/12	2 10/24/12	M-F 430a News	CM-All	430-5a	W	- :30	1 \$100.003	0.00 NM	1	\$100.00
				M-F 430-5a News	3							
	St	art Date	End Date	Weekdays	Spots/Week	Rate	Rating			1		
W	eek: 10)/22/12	10/28/12	W	1	\$100.00	0.00					
						AND DESCRIPTION OF THE PERSONS				Totals	ð	\$5,830.00

POL

WDAF-TV

ORDER

Flight Dates 10/23/12-10/24/12

Order Sep 00:15:00 Product Estimate # C23C24 SPENCE FOR MO GOV Alt Order # 09850996 585515 Contract / Revision Billing Type Cash Original Date / Revision Agency Com 15% Order Type **GENERAL** 10/23/12 10/23/12 **Billing Contact** Billing Cycle EOM/EOC AdvertiserSpence, David/R/Mo Gov 814 King Street Billing Calendar BROADCAST Suite 400

Demographic A25-54 Alexandria, VA 22314 Smart Media Group LLC Agency SP-POL CAN **Rev Codes**

Agency Ref

Buying Contact Nicole Graff Sales Office DC-M Product Codes PL1Ea Sales Region NAT Priority DEFAULT

814 King Street Suite 400 Alexandria, VA 22314

Primary Account Executive Dan Driscoll

Account Executive Order% Start Date End Date Dan Driscoll 100% Order Share 25% Market Value 24500

> Competing Station % of Order Amount KCPT % ð **KCTV** 25% 6125 **KCWE** % **KMBC** 25% 6125 KMCI % 0 KPXE 0 % **KSHB** 25% 6125 KSMO 0

Advertiser Ref

Order Totals Billing Plan Month # of Spots Net Amount Gross Amount Rating Start Date End Date # Spots **Net Amount Gross Amount** 0.00 10/01/12 October 2012 18 \$5,206.25 \$6,125.00 10/24/12 18 \$5,206,25 \$6,125.00 18 \$6,125,00 0.00 Totals \$5,206.25

	Ln	Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len	Spots	Rate Pri	Rtg Type	Tota Spots	T Amount
90	1	4	10/24/12	10/24/12	M-F 9-10a	CM-All	9-100	~~W~~~	:30	1	\$200.003	MM 00.0	T	\$200.00
					M-F 9-10a									
			SAT 9A											
		-		End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating				ļ		
***	W	eek: 1	0/22/12	10/28/12	~~~~	1	\$200.00	0.00						
	2	4	10/24/12	10/24/12	M-F 9-10a	CM-All	9-10a	40 in fig. 100 and min mi	:30	1	\$200.003	0.00 NM	1	\$200.00
					M-F 9-10a									
		NEW	S AT_9A	WAA										
		<u>\$</u>	tart Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating					1-7-4	
	W	eek: 1	0/22/12	10/28/12	~-W-~	1	\$200.00	0.00						
_	3	4	10/24/12	10/24/12	M-F 12p-1p	CM-All	12-1p		:30	1	\$200.003	0.00 MM	1	\$200.00
				10100-	-M-F 12-1p									, , , , , , , , , , , , , , , , , , , ,
		NOO	4 NEWS											
		S	itart Date	End Date	Weekdays	Spots/Week	Rate	Rating				j		
_	W	eek: 1	0/22/12	10/28/12		1	\$200.00	0.00						

Print Date: 10/23/12

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585515

Flight Dates 10/23/12-10/24/12

Hiatus Dates

Original Date / Revision 10/23/12/ 10/23/12

Order Sep 00:15:00

Advertiser Spence, David/R/Mo Gov Product SPENCE FOR MO GOV

Estimate # C23C24

n Ch	Start	End	Inventory Code		Start/End Ti	Name of the Owner	Len Sp	ots		Rtg Type S		Amount
4 4	10/24/1	2 10/24/12	M-F 12p-1p M-F 12-1p	CM-AII	12-1p		:30	1	\$200.003	0.00 NM	1	\$200.0
NOON	I NEWS		1871									
mino	lart Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 10	And the second s	10/28/12		1	\$200.00	0.00	. 63 63		9499 BB D	414 68 6	1	\$100.0
5 4	10/24/1	2 10/24/12	M-F 3-4p M-F 3-4p	CM-All	3- 4 p	~ ~ W ~ ~ ~ ~	:30	1	\$100.003	0.00 NM	1	\$ 100.t
JUDG	E JOE		rate a winner									
w,	tart Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 10	THE RESERVE OF THE PERSON AND ADDRESS OF THE	10/28/12	~-W	1	\$100.00	0.00	.80		P859 889	A AA NA	4	casa s
6 4	10/24/1	2 10/24/12	M-F 3-4p M-F 3-4p	CM-All	3-4p	W	:30	1	\$250.003	0.00 NM	1	\$250.0
JUDG	E JUDY		Wist Suath									
	lart Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Reting]		
Week: 10	Name and Address of the Owner, where the Publisher of the Owner, where the Publisher of the Owner, where the Publisher of the Owner, where the Owner, while the Owner, while the Owner, where the Owner, while the Owner, where the Owner, while the	10/28/12		1	\$250.00	0.00			2000 000		4	0000
7 4	10/24/1	2 10/24/12	M-F 5-630a M-F 5-630a	CM-All	5-53Qa		:30	1	\$200.003	0.00 NM	1	\$200.
NEWS	3 5A		W.L. 2-0200							I		
3	tart Date	End Date	Weekdaya	Spots/Week	Rate	Rating				I		
Week: 1	Charles of the Control of the Contro	10/28/12		1	\$200.00	0.00	**************************************		***************************************			
8 4	10/24/1	2 10/24/12	M-F 530-6a	CM-AII	530-6a	W	:30	1	\$200.003	0.00 NW	1	\$200.
NEW	3 6A		M-F 530-6a									
	tart Date	End Date	Weekdaya	Spots/Week	Rate	Rating						
Week: 1	mandered and the second discount of the secon	10/28/12		1	\$200.00	0.00	e-m le-nemicialismi	****	I make in the light life and a facility is a second			
9 4	10/24/1	2 10/24/12	M-F 7-9a	CM-All	7-9a		:30	1	\$375.003	0.00 NM	1	\$375.
NEWS	3		M-F 7-0a									
	tart Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 1	0/22/12	10/28/12		1	\$375.00	0.00		***************************************				
10 4	10/24/1	2 10/24/12	M-F 5-Sp	CM-AII	5-6p		:30	1	\$400.003	0.00 NM	1	\$400.
NEW	3		M-F 6-Sp									
	tart Date	End Date	Weekdaye	Spots/Week	Rate	Ratina						
Week: 1	0/22/12	10/28/12	a, 50 b 35 m to	1	\$400.00	0.00		/***/*******************				
11 4	10/24/1	2 10/24/12	M-F 5-6p	CM-All	5-6p	W	:30	1	\$400.003	0.00 NM	1	\$400.
NEW	8		M-F 5-6p									
	tart Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 1	- 0 - 1	10/28/12	W	1	\$400.00	0.00						
12 4	10/24/1	2 10/24/12	M-F 10-1030p	CM-All	10-1030p		:30	1	\$800.003	0.00 NM	1	\$800.
ENV	VEWS AT	ea ea	M-F 10-1030p									
	tart Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 1		10/28/12	W	1	\$800.00	0.00						
MICHAEL COMMISSION NAMED IN	The second secon	and the second s	-M-F-1030-1102p	CM-All	1030-1102p		:30	1	\$400.003	0.00 NM	1	\$400.
h feste o re	9 4 M PA		M-F 1030-1102p									
NEW	s 10P tart Date	End Date	Weekdays	Spcts/Week	Rate	Rating						
2 Week: 1:		10/28/12	W	~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~	\$400.00	0.08						
14 4	The second section is the second section in the second section in the second section is the second section in	2 10/24/12	M-F 6-7a	CM-All		M=	:30	9	\$600.003	0,00 NM	2	\$1,200
			M-F 6-70									
NÉM	9									I .		

Print Date: 10/23/12

Page 3 of 3

585515

Flight Dates 10/23/12-10/24/12

Hiatus Dates

Original Date / Revision 10/23/12/ 10/23/12

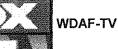
Order Sep 00:15:00

Advertiser Spence, David/R/Mo Gov

Product SPENCE FOR MO GOV

Estimate # C23C24

Ln Ch	Start	End	Inventory Code		Start/End `	Time Days	Len Sp	ots	Rate Pri		Spots	als Amount
77 4	10/24/1	2 10/24/12	M-F 6-7a	CM-Aii	6-7a	was the My was loter ago that	:30	2	\$66 0.003	U.00 FM	2	\$1,200.00
			M-F 6-7a									
NEV	· -					** (
	Start Date	End Date	Weekdays	Spots/Week	Rate	Reting						
Week:	10/22/12	10/28/12	W»	2	\$600.00	0.00	-			, and the state of the state o		
15 4	10/24/1	2 10/24/12	M-F 7-9a	CM-All	7-9a	~~ M- ~ -	:30	2	\$375.003	0.00 MM	2	\$750.00
			M-F 7-9a									
NEV	VS											
	Start Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
Week:	10/22/12	10/28/12	~~\	2	\$375,00	0.00						
16 4	10/24/1	2 10/24/12	M-F 4-5p	ĆM-Ali	4-5p	W	:30	1	\$250.003	0.00 NM	1	\$250.00
ξ- <u></u>			M-F 4-5p		-•-							
JUD	GE JUDY											
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
	10/22/12	10/28/12		1	\$250.00	0.00						
										Tetals	18	\$6,125.00
										i caregie	18	A. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1.



ORDER

Print Date 10/22/12

00:15:00

09849385

Page 1 of 2

Flight Dates 10/23/12-10/24/12

Contract / Revision 585173

Product

Estimate # 2956

Order Sep

Alt Order #

uct Estimate #

Original Date / Revision Agency Com 15% Billing Type Cash

10/22/12 10/22/12 Billing Contact Order Type GENERAL

MO-US-SEN TODD AKIN

Advertiser Akin/R/MO/US Senate

7669 Staggers Loop

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Delaware, OH 43015 Demographic A35+

Agency Strategic Media Placement Pay Codes SP POL

Buying Contact

Selection DC M

Rev Codes SP-POL CAN POL

Breduct Codes BL18s

Sales Office DC-M Product Codes PL1Ba
Sales Region NAT Priority 3

7669 Staggers Loop

Delaware, OH 43015

Agency Ref

Advertiser Ref

Primary Account Executive Dan Driscoll

Account Executive Order% Start Date End Date

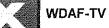
Dan Driscoll 100%

Order Share 25% Market Value 16920

Competing Station		<u> </u>
KCPT	%	0
KCTV	25%	4230
KCWE	%	0
KMBC	25%	4230
KMCI	%	0
KPXE	%	0
KSHB	25%	4230
KSMO	%	0

Order Totals Billing Plan Rating Start Date End Date # of Spots Net Amount Gross Amount # Spots **Net Amount Gross Amount** Month \$3,595.50 \$4,230.00 0.00 10/01/12 10/24/12 \$3,595,50 \$4,230.00 October 2012 8 8 8 \$3,595,50 \$4,230.00 0.00 Totals

Ln	Ch	Start	End	Inventory Code	Break	Start/End 1	ime Days	Len Sp	ots	Rate Pri	Rtg Type	<u>Tota</u> Spots	Amount
E 1	4	10/23/12	10/24/12	M-F 7-9a	CM-AII		-TW	:30	2	\$375.003	0.00 NM	2	\$750.00
				8-9a		(8:00 AM-9:	00 AM)						
	NEWS						D. 11						
			End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
	/eek: 10	/22/12	10/28/12	-TW	2	\$375.00	0.00						
E 2	4	10/23/12	10/24/12	M-F 5-6p	CM-All	5-530p	-TW	:30	2	\$400.003	0.00 NM	2	\$800.00
				5-530p		(5:00 PM-5:	30 PM)				ĺ		
77766	NEWS										I		
	St	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
V	/eek: 10	/22/12	10/28/12	-TW	2	\$400.00	0.00						
E 3	4	10/23/12	10/24/12	M-F 6-630p	CM-All	6-630p	~TW	:30	2	\$540.003	0.00 NM	2	\$1,080.00
		-VI/16-	17.0	M-F 6-630p			10.0						
	MILLIC	NAIRE		·									
	St	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
M	/eek: 10	/22/12	10/28/12	-TW	2	\$540.00	0.00						



Print Date: 10/22/12

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585173

Flight Dates 10/23/12-10/24/12

Hiatus Dates

Original Date / Revision 10/22/12/ 10/22/12

Order Sep 00:15:00

Advertiser Akin/R/MO/US Senate

Product MO-US-SEN TODD AKIN

Estimate # 2956

Ln	Ch	Start	End	Inventory Code	Break	Start/End T	īme Days	Len Sp	ots	Rate Pri	Rtg Type		tals Amount
E 4	4	10/23/12	10/24/12	M-F 9-10p 9-930p		9-930p (9:00 PM-9:	-TW 30 PM)	:30	2	\$800.003	0.00 NM	2	\$1,600.00
W	NEWS <u>Star</u> /eek: 10/2		End Date 10/28/12	Weekdays -TW	Spots/Week 2	<u>Rate</u> \$800.00	Rating 0.00						
 											Totals	8	\$4,230,00